

National Press Hail Webb Visit

By JAY L. SMITH



A few weeks ago we talked about the "Goldenson Plan" for luring back the teen-agers to regular movie patronage, a plan which included special Discount Cards, good for one year, but renewable. As we mentioned, this Plan has been adopted by Bob O'Donnell for his Interstate Circuit in Texas with considerable success, although the full scope of the campaign there is not yet available.

Now, we would like to talk about another plan, to lure another large segment of our so-called "lost audience" back to the movie theatres. This group is made up of our Senior Citizens, folks of 65 years and over, many of whom are living on Old Age Insurance, and the income from retirement funds, endowment policies, etc. With the high cost of living today, most of these Senior Citizens cannot afford to pay the high admission prices currently in force at most theatres, and as a result attend the movies only on very special occasions.

Stanley Sumner, who owns the University Theatre, Cambridge, Mass., inaugurated a special reduced admission plan for the over-65's, last Fall, and it met with such success that at least four other theatres around the Boston area have followed suit. The Walter Reade Circuit is also testing the plan in its houses at Plainfield and Freehold, N.J., and if successful will put the plan into operation throughout the circuit. The Reade theatres have distributed individual discount cards to those over the age of 65, through the welfare agencies, recreational groups and other organizations which work with older age groups.

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Toronto Papers Front Page And Editorialize Stars Coming

Toronto: Jack Webb, TV's Sergeant Joe Friday, and director and star of Warner Bros.' CinemaScope and WarnerColor production "Pete Kelly's Blues," had his pending visit to Toronto publicized in front page stories in Toronto's daily newspapers for three days consecutively. This should make his visit and personal appearances at Famous Players' Sheas, Toronto, where his film will be showing, one of the most publicized journeys in the annals of our industry.

(See FITZGIBBONS Page 4)

The explanation for this publicity
(See WEBB Page 4)

Canada Strong In Feldman Drive Bellamy, Garfin, Isman Deliver

Toronto: The final standings in Canada for the fifth Charles J. Feldman Annual 1955 Drive, named after Universal-International's vice-president and general sales manager saw Jack Bellamy at the top of the heap in first place with Joe Garfin, Calgary and Micky Isman, Montreal, in second and third places respectively.

In a special message to the executives and staff of Empire-Universal, Feldman said, "We again thank Alf Perry, Mark Plotel, and their wonderful Canadian organization for their surprising performance. They are always dependable and come through no
(See FELDMAN Page 4)

Audio Folder Mailed To 40,000 Stores

Toronto: Audio Pictures in a pitch for their screen advertising trailers circularized about 40,000 retail outlets in Canada and at the same time did an excellent job of public relations for the film industry in Canada.

A four-page brochure titled "Magnet on Main Street" and ending on the back page with the slogan "as a merchant you oughta
(See AUDIO Page 3)

Perkins Equip New Ontario Drive-In

Grand Bend: Emerson Desjardine of Grand Bend has opened the latest Drive-in in Western Ontario, the Starlite which is situated on Highway No. 4 five miles east of Grand Bend. The equipment of the Starlite, which has
(See PERKINS Page 5)

UA Week Hits All Time Record 759 Canuck Houses Participate

Toronto: United Artists in the last number of years has developed a two-pronged attack, to pull itself out of the depths it had sunk to, back to a position of "a major film company."

Under the aggressive leadership of the team, Krim, Benjamin, Heineman, Youngstein and Kranze, it has created one of the biggest backlogs of feature productions through its co-production deals with top Hollywood movie stars and directors, and at the same
(See UA WEEK Page 5)

Book It Now!

VARIETY VILLAGE
ANNUAL
BALL NITE
MAPLE LEAF
STADIUM
AUGUST 22

Sask. Foto-Nite Decision Reserved

Saskatoon: Judgement was reserved on a charge of conducting a lottery, laid against Vince Pasternick, Victory Theatre manager, Saskatoon, following the court's acceptance of a statement of facts which counsel for both sides agreed set out evidence in the case.

The Victory and Broadway theatres were both charged in connection with Foto-Nite but only the charge against Pasternick came up in court last week. The
(See FOTO-NITE Page 3)

Two New Drive-Ins

Tracadie: A new Drive-in theatre operated by Messrs. J. Robichaud and Wendell Johnson, located at Tracadie on the North Shore of New Brunswick got un-
(See DRIVE-INS Page 4)

"AFTER SUNDAY MIDNIGHT" SHOW PERMITTED TORONTO THEATRES FOR AUG. 1st



Under the hypnotic spell of these eyes, innocent Trilby left her young lover for evil Svengali.

EYES ON YOUR BOX-OFFICE!

M-G-M's fascinating picture "SVENGALI" brings out the showmanship instinct. This is your dish! See the press-book and get back to real, basic ticket-selling.

Exciting
Ads!

**She was a slave
to his weird
power!**

The famed du Maurier story of the days of Moulin Rouge! Lovely Hildegard Neff, favorite of stage and films in the fascinating role of Trilby, who fell under the hypnotic spell of the strange Svengali!

Under the spell of his evil eye, she left her young lover

SVENGALI

**In Gorgeous
COLOR!**

starring

HILDEGARDE NEFF · DONALD WOLFIT · TERENCE MORGAN

Produced by **GEORGE MINTER**

Screenplay and direction by **NOEL LANGLEY**

Photographed in
EASTMAN COLOR

An **M-G-M** Release

From the novel by **GEORGE DU MAURIER**

Have you mailed your Audience Awards Nominations?

AUDIO

(Continued from Page 1)

be in pictures" did a pre-selling job not only for Audio in its efforts to sell screen advertising, but should pave the way for local theatre managers in arranging co-op tie-ups and window displays in many places never reached before.

The body of the brochure stated: "Your windows with their colorful displays are very important, but just as a newspaper cannot be made interesting on advertisements alone, so your retail section must have an added form of 'glamor' in order to tempt shoppers from the farthest points to the trading area.

"The 'glamor' of the movie theatre, and its power to draw people into the retail centres of town cannot be denied. This ability to bring people into 'buying contact' with the goods and services you offer makes the theatre an important part of your business community.

"In the town of Norwalk, Conn. a committee of merchants has actually reopened and now operates the local movie theatre. Not only does it mean greater prosperity to their district, but both they, and the National Association of Assessors have recognized that a motion picture theatre has a direct and profitable bearing on real estate values in the area!"

The above statement is concluded with "A healthy movie business is good in any town, and your theatre shares its customers with you!"

Films For Television

Edmonton: First of a series of films for television use prepared by the Film and Photographic Branch of the Alberta Government, will be released shortly to TV stations in Canada.

MR. EXHIBITOR!!

We sell and distribute locally, on an exclusive basis, the approved advertising trailers (40 to 60 seconds in colour) for many leading Canadian advertisers.

For CONSISTENT
Extra Revenue in 1955

Write - Phone - Wire

ADFILMS LIMITED

77 York St. 10940-122nd St.
TORONTO EDMONTON
EM. 8-8986 8-2508
QUEBEC CITY 3-5755

Across the Country



Toronto and District

Variety Village, chief project of the Toronto Tent, has received excellent publicity in the daily newspapers in the publication of a feature story about the effective work of the school and its history which had been released to some 90 dailies by The Canadian Press news service.

The Paramount Theatre, 909 seats, at Brantford, has been transferred from the Famous Players circuit to 20th Century Theatres and an action-picture policy has been adopted. Manager W. Blondell said the weekly Foto-Nite offer would be continued under new arrangements.

Ottawa

Top film of the moment is the British-made Court Martial at the Little Elgin Theatre. Now in its third week and still going strong, despite the current heat wave which saw temperatures up to 94.

The Hecht-Lancaster feature version of NBC-TV Playhouse's feature Marty got away to a big start at the Elgin Theatre's main auditorium. Marty was given a special advance advertising campaign and also received praiseworthy reviews from all the local critics.

Prairies

A new Raytone Wonder Screen has been installed in the Soo theatre, Weyburn, Sask., at a cost of \$1,100. The only one of its kind in Canada, according to Tom Metcalfe, manager, it is made of a new type of plastic, with no seams, lines or glare. Since the Soo was built in 1950, four different screens have been used.

Maritimes

Miss Eva Currie of the M.G.M. staff Saint John is attending the World Alliance Baptist Convention being held in England and will also visit the Continent. Miss Currie will be away about six weeks.

Winnipeg

Out-of-town visitors to Film Row included the manager of the RCAF Theatre at Gimli, Man., and Cpl. Ken McKersie who does the booking for the station theatre; W. Friesen, Altona; M. D. Myterko, Bend Theatre, Strathclair; M. Pluhator Jr., Wadena, Sask.; Vic Hammond, Boissevain; M. Hlady, Beausejour; Mr. and Mrs. J. A. Todd, Morris; Bill Winterton, manager of the theatre at Neepawa, and Mrs. Vivian Morris of the Auditorium and Virden Drive-In Theatre, Virden.

The 200-seat Minitonas Theatre, Minitonas, owned by Dyda Bros., opened on June 30th. Mr. and Mrs. Dick Houston (Dominion Sound) are spending two weeks at Detroit Lakes.

Vancouver

Frank Smith, Sr., treasurer of Projectionists Union 348, is recovering at home after a stay in hospital for surgery. Gay Carl is in charge of the Paradise until a replacement is made for Jack Armstrong, who was moved to the Plaza in Victoria.

Ben Chechik, formerly in show business here who has been in Australia for the past two years, is planning a second drive-in near Sydney. His brother Max operates the Bay Theatre here and two drive-ins, the Delta at Burnaby and the Tillicum at Victoria.

The Golden West drive-in near Lloydminster, Sask., operated by Coombes & Hudson, and the North Star ozoner near Aldergrove, B.C., operated by Boyce & Reder of Mission, B.C., have both closed through lack of business.

FOTO-NITE

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charge for the Broadway was laid against Ray Resky, its manager.

Defence argument was presented by Harry Walsh, Q.C., of Winnipeg. Associated with Mr. Walsh in the case are E. J. McMurray, Q.C., a former solicitor-general of Canada, also of Winnipeg, and Louis Davidson of Toronto.

The Alberta case referred to by the crown prosecutor was entirely different from the case at bar, Mr. Walsh contended. Foto-Nite was an advertising and promotional plan being carried out in good faith.

It had been questioned in the courts of Manitoba, British Columbia and Ontario and charges had been dismissed in each instance.

Carrying out the Foto-Nite plan without cost to patrons was practically the sole object of Photo Night Amateur Shows Limited, an incorporated company. The federal government was cognizant of the plan the company had developed and had indeed authorized its operation since 1939.

Mr. Walsh quoted previous decisions to show that if any amount of skill were involved in arriving at a winner for a prize it could not be considered an offence under the lottery section. Such was the case with the Foto-Nite plan. It was true that the process of getting numbers on the slips of paper used involved chance, but from there on it was a matter of skill.

The Crown had claimed introducing the contest was an attempt to surround the plan with an aura of legality. It was quite lawful, Mr. Walsh maintained, to evolve and put into operation a plan which did not contravene the Criminal Code.

FOR SALE

YES! 8,500 LATE MODEL
USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS
AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT
CUSHIONS AND FULLY UPHOLSTERED
BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER,
VINYL TILES AND LINOLEUM

We are Factory Agents
At Bargain Prices

Drop us a line — we will give you
photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum
and Tile Division
945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

On the Beam

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Card holders are admitted for the children's admission price except Saturdays, Sundays and holidays.

If this plan proves successful in the U.S., where statistics show only 15 per cent of the weekly film audience is made up of patrons over 45 years of age, it could mean that many thousands of the older folk could be weaned back to the movie-going habit. Coupled with the success in winning back the teen-agers, it could all add up to a tremendous boost in regular weekly attendance.

In Hamilton, Ont., we recently reported a special matinee performance at Harold Braden's Strand Theatre, where 600 elderly folks, members of the Over 60 and the Seniors' Clubs, as well as residents of Macassa Lodge, were guests of the management. Braden runs this special free show twice a year, and some excellent publicity has been received by United Amusement Theatres of Hamilton as a result of these special shows.

Just last week, Wanny Tyers, manager of Odeon's Hyland Theatre in Toronto, played host to some 100 residents of Toronto's Lambert Lodge during his engagement of "Genevieve" and "Doctor in the House," and a number of other exhibitors across the country have hosted several hundred oldsters at various special shows.

However, I do not believe that any exhibitor in Canada has, as yet, tried out a special price concession for "senior citizens" as a regular policy, and I pass along the idea for those who wish to make the effort to boost regular attendance. Coupled with the teenage discount cards, it could prove a real tonic for the box-office.

FITZGIBBONS

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in Canada would be considerably shorter than had been the case in the United States because new systems of presentation and improved quality of product have already arrived for immediate benefit.

Regarding the present situation in Canada, Fitzgibbons declared, however, that "for the moment the decline in the secondary theatres overbalances the first-run theatres improvement with a consequently lower profit." He added that we have every reason to look forward with confidence to the boxoffice results in the fall and winter seasons.

WEBB

(Continued from Page 1)

ty can be found in two editorials which appeared in The Telegram and The Globe and Mail. The Telegram editorial headed "The Sergeant Gets Publicity," stated: "Amateur as well as professional 'private eyes' — sleuths, detectives, dicks to the uninitiated — will agree that Mayor Phillips is on a hot trail when he suspects that the visit here next August of 'Sergeant Joe Friday' is a publicity stunt.

"The facts — the Canadian premiere of a Warner Bros. movie. Arriving from Hollywood on August 12, the actor, Jack Webb, known on TV as Joe Friday. Irving Herman, of Toronto, invites the Mayor and Metro Chairman Gardiner to meet him. Mr. Herman is Canadian publicity man for Warner Bros. The Mayor puts two and two together. He labels it a publicity stunt. Mr. Gardiner, also a lawyer, feels the same way. Both will have no part of it. August 12 is a Friday, but as far as Joe is concerned the treatment is so cold it might as well be blue Monday.

"But Sgt. Friday and Mr. Herman have got what they're after — publicity — and a neat job, too.

"That is the trouble with this weather — if it weren't so hot people would take time to figure things out, and if the Mayor and Metro's boss had taken time to figure it out their reply to the invitation would not have given the publicity which they say they have absolutely no intention of giving."

"They'll do it every time" headed the Globe and Mail editorial on Mr. Webb's coming visit on August 12th to Toronto and continued: "As everyone knows, placing the tongue in the cheek is part of the basic training of public relations men; while those who can place it in both cheeks are the elite of the profession. The alert Warners gentleman who wrote 'Metro Chairman Gardiner inviting him and the council to meet Sergeant Joe Friday (also known as Jack Webb) when he comes here, would have reasoned that one of two things would happen: Either he would receive a twenty-word note of thanks and regrets (say, Form Letter 189B) in which case he was out a four-cent stamp; or else civic officials would run true to form.

"Sure enough, the issue was introduced to the Metro Executive as solemnly as if Warner Brothers had asked for a new water main. Whereupon each member ceremoniously asserted his offended civic dignity. Who, they chorused in effect, does he think we are? So an

obscure date in the August calendar suddenly bounced into every home, and back and forth by wire across the continent; and even Mr. Webb in Los Angeles got a chance to say a few modest words about his various shows. It was one of the oldest strategies in the publicity repertory — the reason it has lasted into maturity being that it never fails.

"The moral, of course, is: When dealing with dignitaries, always play them across the board."

DRIVE-INS

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derway on July 1st. At present, it has capacity for 150 cars, but expects to increase it to 200. The equipment was installed by Dominion Sound Equipment Limited.

A Drive-in about three miles above Woodstock is expected to open shortly. The equipment is being installed by Dominion Sound Equipments Limited.

FELDMAN

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matter what assignment is given to them."

The Drive which began at the beginning of the year and ran for 18 weeks, wrapped up the fifth consecutive record global billings for the company.

Film On 50th Year Of Saskatchewan

Ottawa: To commemorate the 50th anniversary of Saskatchewan, a 38-minute film produced by Crawley Films honors the Saskatchewan people, with superb mood photography by Chris Chapman and Stanley Brede.

Scripted by W. O. Mitchell, The Face of Saskatchewan was a full year in production under F. R. Crawley and associate producer J. Stanley Moore.

An original music score by Crawley's Bill McCauley was recorded by a twenty-two piece orchestra.

Elmwood, London

London: An announcement has been made at London, Ont., that the Elmwood Theatre, 620 seats, in the South end of the city, has closed, reportedly pending a lease renewal. Originally an independent house, the Elmwood had more recently been operated by National Theatre Services, Toronto, and later acquired by 20th Century Theatres. For a time it followed a cinema policy but had also been lined with the Park Theatre for bookings.

Ottawa's Theatres Promote Kid Trade

Ottawa: The Glebe Cinema the Elmdale and the Linden, all large neighborhood theatres, are making a big bid for the juvenile trade during the Summer months. The Glebe is advertising a Family Film Festival during the afternoon from 1 to 5 daily, with special shows for youngsters. The Elmdale has organized a Children's Summer Movie Club and is offering three feature pictures suitable for children every matinee during July and August. The Linden's policy is of similar design in the efforts of independent theatre operators to keep the youngsters near their homes by presenting suitable movies at the matinees and switching to programs of mature appeal in the evenings.



ALEX BARRIS

Technicolor Announce Increased Earnings

Hollywood: Doctor Herbert T. Kalmus, President and General Manager of Technicolor, Inc., (his contract has been extended for 6 years) announced that the board of directors of Technicolor, Inc. at a meeting held in New York declared a dividend of 25c a share on the new \$1 par common stock, and 50c a share on the old no par common stock, not exchanged.

This dividend is payable on July 22, 1955, to stockholders of record at the close of business on July 8.

Dr. Kalmus further reported that the consolidated earnings of the Technicolor companies for the first six months of 1955 after taxes on income are estimated to be 65c per share which compares with 32c per share after taxes on income for the corresponding first six months of 1954.

Chatter... That Could Matter!

By MAX CHIC

20th Century-Fox according to an announcement from Spyros Skouras, has acquired the Schlesinger organization's circuit of theatres in South Africa of 120 houses . . . US trade press reports claim that the Schlesinger group, as one paper put it is "Eyeing Canada" . . . Richard Todd, star of WB's "The Dam Busters", and expected in Canada this month, bought a country estate in England with the money paid him for starring in the film and named it "The Dam Place."

August 16 is the date set for the naval junket on Lake Ontario to premiere JARO's "Above Us The Waves" . . . hear that Jerry Cass is expecting his second, and I can only hope that Abe takes it more calmly this time . . . Ed Heiber, brother of George Heiber and Universal's Philadelphia branch manager, came first in the Eastern Division of the Feldman Drive . . . Allied Artists "Wichita" will have its Canadian premiere in Edmonton.

Mel Turner's all-Canadian produced "The Little Canadian" did a resounding \$1,200 in 3 days at Gananoque . . . wow! . . . the film is due in Belleville, Trenton and Peterboro, shortly . . . Turner has already laid plans for his next and acquired a script of Alex Barris, Globe & Mail movie reviewer titled "The River Runners" . . . filming should start in August . . . the story is a "crime melodrama" in Barris's own words.

Dawson Exley on his way to Saint John, we hear, house-hunting and to rep 20th-Fox . . . UA's "Marty" at the Towne Cinema, Toronto, topped all previous records in its first and second week . . . what a certain story about a certain editor that appeared in a "film-TV" paper has to do with the occupancy of a certain individual as editor of a certain trade paper (he occupied the post for a couple of years back in 1916) with anything is beyond me . . . but that's life.

GE SPONSORS FILMS

The General Electric Company will sponsor 26 one-hour television film programs to be produced by Twentieth Century-Fox, it has been announced.

The new series makes its debut Wednesday, Sept. 21, at 10 p.m. EST, on CBS Television, and will be seen every other Wednesday

CBC Okays North Bay And Timmins For TV

Ottawa: Approval of two new television stations — at North Bay and Timmins — have been given by the CBC Board of Governors. The applications now await the final okay from the Department of Transport.

The board turned down a competing application for Red Deer, Alta., and deferred an application for Schefferville, Que.

Increases in power were granted CHCH-TV Hamilton, and CKCO-TV Kitchener.

The CBC governors disallowed applications for radio stations at Corner Brook, Nfld., and Weyburn, Sask., and deferred an application for London, Ont.,

Phillip Bodnoff was the applicant for the radio station in Weyburn. Bodnoff, whose home is in Regina, operates theatres in Regina and Weyburn. The CBC rejection was made on the ground that it would be preferable if there were an application for a station to be owned at least in major part by a person or persons living in Weyburn.

PERKINS

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a capacity of 370 cars, was supplied by Perkins Electric Co. Limited, Toronto.

The Drive-in has a plastic screen mounted on structural steel and the concrete projection house is located on the rear ramp approximately 400 feet from the screen. The Starlite opened with "Calamity Jane."

Republic Net Jumps For First 26 Weeks

New York: For the 26 weeks ended April 30th, 1955, Republic Pictures Corporation and its subsidiaries reported a net profit of \$1,911,613 before Federal tax provision, estimated Federal, normal and surtaxes of \$1,033,000 or a net after taxes of \$878,613.

For the 26 weeks ended May 1st, 1954, Republic Pictures Corporation and subsidiaries reported a net profit of \$1,045,393 before Federal tax provision, estimated Federal, normal and surtaxes of \$565,000, or a net after taxes of \$480,393.

Ottawa's First Movie Destroyed By Fire

Ottawa: Lakeside Gardens, the amusement auditorium located in the municipal park at Britannia Bay, was destroyed by fire over the week-end holiday. Loss of the big pavilion is expected to be in the neighborhood of \$150,000, most of which is covered by insurance. The oval-shaped building measured 200 by 75 feet and had the largest dancing floor in the Ottawa district. Originally erected in the late 1890's as a vaudeville theatre at Holland Avenue, and believed to be the first to present motion pictures in Ottawa, the building was dismantled and moved to Britannia shortly before the turn of the century. Movies were shown during the early years of its operation on the Lakeside site, but the building was used as a dance hall up to the time of its destruction.

Columbia Dividend

New York: Columbia Pictures Corporation announced that the Board of Directors at a meeting held Thursday, July 7, 1955, declared a quarterly dividend of \$1.06¼ per share on the \$4.25 Cumulative Preferred stock of the Company, payable on August 15, 1955 to stockholders of record on August 1, 1955.

UA WEEK

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time, realizing that a consistent flow of product is of no value without sales, has organized, as part of its ever-developing climb upwards, a consistent policy of Sales Drives.

In its last Drive, a United Artists Week, July 1-7 (it has already announced a new Drive, that started July 10 to December 31, named after Max Youngstein) the Canadian UA team of Canadian General Manager Charles Chaplin and branch managers, I. S. Davis, Saint John; Sam Kunitsky, Montreal; George Heiber, Toronto; Abe Feinstein, Winnipeg; Robert Radis, Calgary and Harry Woolfe, Vancouver, chalked up a record of 1,410 feature bookings in 759 theatres across Canada.

The consensus of opinion in distribution circles is that this constitutes an all-time record for the number of feature bookings and theatres supplied by any one company in Canada, in one week.

Each branch office had all serviceable prints working. For example, Vancouver with 170 theatres in the entire B.C. territory, and with 143 prints available for booking, secured 211 feature playdates.



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. Seven Little Foys (Para.) Vista-Vision & Tech. with Bob Hope.

SHEA'S
2nd wk. Seven Year Itch (20th-Fox) C'Scope and Color with Marilyn Monroe.

LOEW'S
5th wk. Love Me Or Leave Me (MGM) C'Scope and Color with Doris Day.

UPTOWN
6th wk. Blackboard Jungle (MGM) with Glenn Ford.

UNIVERSITY & EGLINTON
2nd wk. Land of the Pharaohs (WB) C'Scope and WarnerColor with Jack Hawkins.

ODEON & FAIRLAWN
2nd wk. Soldier of Fortune (20th-Fox) C'Scope & Color with Clark Gable.

TOWNE
3rd wk. Marty (UA) with Ernest Borgnine.

DOWNTOWN
Santa Fe Passage (UA) & Las Vegas Shakedown (AA).

MONTREAL

CAPITOL
The Sea Chase (WB) C'Scope and Color with John Wayne.

LOEW'S
Daddy Long Legs (20th-Fox) C'Scope & Color with Fred Astaire.

PALACE
2nd wk. Barefoot Contessa (UA) Tech. with Ava Gardner.

PRINCESS
2nd wk. Davy Crockett (E-U) Tech. with Fess Parker.

ORPHEUM
Tall Man Riding (WB) Color with Randolph Scott.

WINNIPEG

CAPITOL
2nd wk. Strategic Air Command (Para.) VistaVision and Tech. with James Stewart.

MET
The Magnificent Matador (20th-Fox) C'Scope and Color with Maureen O'Hara.

ODEON

2nd wk. Marty (UA) with Ernest Borgnine.

GARRICK
2nd wk. Soldier of Fortune (20th-Fox) C'Scope and Color with Clark Gable.

GAITY
Davy Crockett (E-U) Tech. with Fess Parker.

CALGARY

CAPITOL
2nd wk. Seven Year Itch (20th-Fox) C'Scope and Color with Marilyn Monroe.

PALACE
2nd wk. Strategic Air Command (Para.) VistaVision and Tech. with James Stewart.

UPTOWN
Foxfire (E-U) Tech. with Jane Russell.

GRAND
2nd wk. Soldier of Fortune (20th-Fox) C'Scope and Color with Clark Gable.

TIVOLI
Victory at Sea (UA) and Operation Manhunt.

VANCOUVER

VOGUE
Marty (UA) with Ernest Borgnine.

ORPHEUM
Strategic Air Command (Para.) Vista-Vision and Tech. with James Stewart.

CAPITOL
2nd wk. Seven Year Itch (20th-Fox) C'Scope and Color with Marilyn Monroe.

STRAND
The Sea Chase (WB) C'Scope and WarnerColor with John Wayne.

CINEMA
It Came from Beneath the Sea (Col.) & Creature with the Atom Brain (Col.).

ST. JOHN

PARAMOUNT
The Seven Little Foys (Para.) Vista-Vision and Tech. with Bob Hope.

CAPITOL
Kentucky (20th-Fox) and Angela (20th-Fox).

STRAND
Soldier of Fortune (20th-Fox) C'Scope & Color with Clark Gable.

In July...from 20th!

HOW TO BE VERY, VERY POPULAR

puts ROCK 'n' ROLL
on your screen
for the first time!
*Tell the youngsters
you've got it!*



20th Century-Fox presents BETTY GRABLE • SHEREE NORTH • BOB CUMMINGS • CHARLES COBURN TOMMY NOONAN in HOW TO BE VERY, VERY POPULAR with Orson Bean • Fred Clark • Produced, directed and screen play by NUNNALLY JOHNSON • COLOR by DE LUXE

A CINEMASCOPE® Picture

"it's a pleasure to do business with 20th!"